

**2019-20 BANK ON DENVER**

**Financial Institution Information Packet**



[WWW.BANKONDENVER.COM](http://WWW.BANKONDENVER.COM)

*A project of the Colorado Nonprofit Development Center*

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## Why Join Bank on Denver

Launched in 2010, Bank on Denver's (BOD) mission is to generate financial health and well-being through intentional community partnerships.

Our vision is a community where all people have the opportunity, knowledge and skills to access financial products that can lead to asset building and long-term financial stability. This is accomplished through the following ways:

- **Product Design and Promotion:** We work with financial institutions to design and promote safe, affordable, convenient and innovative financial products that meet the needs of individuals and businesses with incomes that are low-to-moderate.
- **High-Quality Education:** We empower consumers through financial coaching, education and skill development to increase their knowledge and successful use of financial products.
- **Program Integration:** Our program is designed with the consumer in mind by offering financial services that are coordinated, integrated and offered in a single convenient location by trusted community partners and certified service providers.

In Metro Denver, 5.2% of households (or roughly 1 in 19) are unbanked and 16.2% (or roughly 1 in 6) are underbanked<sup>1</sup>. Our goal is to ensure that all residents of Metro Denver have access to free and low-cost bank accounts, appropriate credit-building products and high quality financial coaching.

By partnering with BOD, you can be part of a movement that takes a comprehensive approach to increasing banking access and financial capability to ensure our residents have long-term banking relationships that support credit building and a path to economic mobility. As a Financial Institution Partner, you will receive these benefits:

## Benefits of Participation

### Be a Product Partner

- Help the underserved by offering transaction account(s) that meet the *Bank On National Account Standards*. Submit your transaction account(s) for national certification to receive national recognition, promotion and a *Bank On Seal of Approval* for marketing and outreach purposes.
- Provide safe, affordable and appropriate savings accounts and credit building products.
- Contribute data according to your financial institutions policies to help evaluate and identify opportunities to better serve the unbanked and underbanked.
- Participate in quarterly BOD outreach events that reach low-to-moderate wage earners, which may include opening accounts on-site at events.
- All BOD-approved products will be featured on the BOD web site and in the product brochure.

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<sup>1</sup> 2015 FDIC National Survey of Unbanked and Underbanked Households

## Gain Exposure and Visibility

- Be recognized with company name placement at events, in marketing and outreach materials (as space permits) and through electronic and social media reaching up to 4,000+ subscribers through city listservs/email lists.
- Receive invitations to events that support economic inclusion, financial capability and financial empowerment. Network with other Bank On champions across the region.
- Receive referrals to your financial institution through the *Regional Financial Empowerment Provider Network* of agencies that serve low-to-moderate income individuals or families.
- Share information about BOD and financial coaching opportunities in your mailings, newsletters or at your branches.
- Receive CRA consideration for your financial institution's participation in BOD.

## Make an Impact

- Be part of a movement that takes a comprehensive approach to increasing banking access and financial capability.
- Serve on the BOD Advisory Board, a coalition of local Bank On Champions that provide leadership, expertise, diverse knowledge of community perspectives and connections to resources.
- Be a leader in financial services by partnering with BOD to provide your bank staff with financial empowerment training that gets results.
- Refer your banking customers who need additional support to a financial coach, free of charge, through the *Denver Financial Empowerment Center*.
- Share your innovative ideas to increase banking access and financial capability across Metro Denver. Contact BOD at [info@bankongdenver.com](mailto:info@bankongdenver.com) or 720.766.7650 to discuss other ways to partner with BOD.
- Provide an annual sponsorship that provides critical support to BOD programming and operations.

## Financial Sponsorship Guidelines

- Sponsorships are solicited from all BOD partners. However, CRA-eligible sponsorship is encouraged, but is not a requirement of participation.
- BOD welcomes partners who are committed to our shared vision and goals regardless of ability to provide financial sponsorship. All partners receive the same benefits for sponsorships.
- Requests for financial sponsorships follow these suggested giving levels according to the size of each institution.
- When providing a sponsorship, BOD encourages you to consider making a multilayer sponsorship for two-years, e.g., if your annual suggested sponsorship amount is \$500 per year—consider making one sponsorship in the amount of \$1,000 for two years.

<b>Suggested Annual Sponsorships</b>	
<b>Financial Institutions</b>	
<b>Size (in local market)</b>	<b>Suggested Amount</b>
Under \$500 Million	\$500+
Under \$1 Billion	\$1,000+
Under \$10 Billion	\$5,000+
\$10 Billion and Over	\$25,000+
<b>Nonprofits</b>	
<b>Size (operating budget)</b>	<b>Suggested Amount</b>
Under \$1 Million	\$100-\$300
Over \$1 Million	\$500+

## Bank on Denver Guiding Principles

### Consumers Should Have Access to Mainstream Banking Accounts

- Consumers should not be forced to rely on expensive alternative financial services.
- Banking access starts with a basic transaction account, which is the first rung of a financial capability ladder that builds over time to include savings, secured credit, and unsecured loans.

### Financial Institutions Should Provide Accounts that Meet the Bank On National Account Standards

- The Bank On National Account Standards (NAS), produced and disseminated by the CFE Fund outline the core requirements and recommended features that address cost, functionality and consumer safety.
- Consumers should have access to low-cost bank accounts with robust transaction capability, including:
  - No possibility of overdraft
  - Robust debit card and online bill pay functionality (e.g. avoid need for money orders).
- Currently or in the future, partnering financial institutions should offer the public, in all its community branch locations and online, access to a transactional account that meets NAS.

### Financial Institutions and Policy Makers Should Minimize Barriers to Banking Access

- Consumers should not be excluded from opening a bank account because of unfair account screening.
- Accounts meeting NAS should be able to be opened and accessed by consumers in the same manner as other product offerings of the financial institution, both in branch locations and online, so as not to discourage their visibility and to allow for product comparison, while still meeting *Know Your Customer* requirements.
- Financial institutions, on their own and/or with the assistance of Coalition support, will make reasonable affirmative efforts to train branch and other customer support staff regarding the existence and features of accounts that meet NAS.
- Sales incentives shall not discourage or otherwise prejudice the opening of accounts that meet NAS, nor should they specifically target customers opening accounts that meet NAS for upselling of other products that are not appropriate for the customer.
- Financial institution partners should support Coalition efforts, ideally by designating an empowered individual as a primary point of contact. This support includes facilitating branch connections, supporting marketing, communication and product design efforts, and underwriting Coalition efforts and convenings.

## **Bank On Coalitions are an Effective Mechanism for Connecting Consumers with Bank Accounts**

- Bank On coalitions are a primary tool for implementing NAS.
- Coalitions serve as an effective way of identifying and implementing government integrations.
- Coalitions bring together municipalities, nonprofit organizations, and financial institutions that work toward shared goals to improve the financial stability of the unbanked and underbanked residents.
- Local coalitions connect residents to safe and affordable mainstream accounts in banks and credit unions, raising awareness of these efforts and opportunities, and otherwise expanding access to financial education and other financial empowerment opportunities.
- Coalitions illustrate the importance of municipalities providing leadership, sustainability and scale to financial empowerment initiatives.
- Partnerships are key to Bank On success, and we welcome financial institutions and other partners who share these goals, support our Coalition efforts and adhere to these guiding principles.

## **Government and Employer Integrations are the Best Approach to Achieving Scale**

- Bank On coalitions can work to identify and integrate bank account opening into government disbursement programs.
- Bank On coalitions encourage governments and employers to make payments with direct deposit.

## **A Learning Community of Bank On Coalitions Drive Thought Leadership and Share Best Practices**

- Local coalitions have the most knowledge about banking access.
- Financial institutions partners should make reasonable efforts to track and report their Coalition support, including reporting aggregate data on accounts meeting NAS through local data collection efforts and/or through national portals established by the CFE Fund.
- BOD joins with local coalition partners, other Bank On Coalitions and the CFE Fund to document and share best practices to help articulate a national perspective to inform policy, support original research and contribute towards identifying and facilitating problem-solving across the field.

## Product Partner Requirements

Bank On Denver (BOD) seeks the following types of products: transaction accounts, saving accounts, secure credit builder products and small dollar loan products (coming in 2020).

BOD also welcomes your ideas about other innovative products and services that are not listed. Contact [info@bankondenver.com](mailto:info@bankondenver.com) if you want to discuss your innovative idea or if you have a product to submit for consideration.

### Transaction Accounts

- Accounts must meet the criteria for a safe and affordable account according to the Bank On National Account Standards (NAS). NAS outlines the core requirements and recommended features that address cost, functionality and consumer safety.

### Validation and National Certification of Transaction Accounts

- Financial institutions must submit their account(s) to the CFE Fund for validation and certification prior to the product being accepted and promoted by BOD.
- Certified and validated accounts either meet all the core requirements or they do not.
- Technical assistance and training on NAS is available from BOD and/or the CFE Fund.
- Please refer to the document, *Bank On National Account Standards Validation and Certification: Frequently Asked Questions* for more information.

### Savings Accounts

- BOD is accepting free and low-cost savings accounts with a modest opening deposit, if required.

### Secured Credit Building Products

- Secured credit building products are being accepted.

### Product Information and Training

Approved products will be promoted and featured in the *BOD Product Brochure* and *Bank/Product Locator* database, a searchable online tool that will help potential customers locate your products and branches.

- Each financial institution shall provide a primary point of contact to BOD for product information.
- It is the responsibility of the financial institution to notify BOD of any changes to product and branch information.
- Product partners shall provide and verify product and branch information, when requested.



- Financial institutions shall provide periodic training to BOD on their products, as needed.
- Each financial institution shall provide one primary point of contact for coordinating and executing local branch implementation of BOD. Participation in periodic planning and/or evaluation meetings of local implementation efforts is required.
- Local training for branch staff on BOD referral processes, data collection and the BOD program is required. Training shall be provided by the financial institution and/or BOD, as appropriate.

## **Data Collection**

- Financial institutions are asked to share quarterly aggregated data on all products that are promoted by BOD according to each financial institution's policies and procedures.
- BOD works with each financial institution to determine what data can be shared by that financial institution.
- BOD requests the following types of data:
  - Total number of accounts opened by product for each quarter
  - Total number of checking and/or saving accounts that remain open after 6 months
  - Total number of checking and/or savings accounts that closed within 6 months
  - Total number/% of accounts utilizing direct deposit
  - Total number/% accounts using bill pay
- Data collection will continue to be expanded and refined in collaboration with feedback from Product Partners, according to each financial institution's data sharing policies.